

T H E

THE NEW FILMORE

Volume 1

Number 12

April 1987



- Cherry Blossom Time
- Art Show for St. Dominic's
- Power and Gloss in PR

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INSIGHT THE FILLMORE

by Anne Coffelt

If you could allocate a portion of your taxes to be spent specifically for improvements and community programs in the Fillmore... Where would you like your \$\$\$ to go?

Karen Warner (L.)

Writer; author,
San Francisco Trivia
Resident: Sutter/Lyon
Elizabeth Rafter (R.)
Occupational Therapist
Resident: Jackson/Baker



Karen: "I'd like to see my tax dollars go to the neighborhood in the form of a public parking lot that would have cheap and reasonable rates. I'd also like to see more trees planted and flower boxes around the neighborhood, and why not a community center for all ages, similar to the Jewish Community Center, only as a public building open to all of us."

Elizabeth: "I'd like to see our taxes contribute to the establishment of localized ambulance sites. If different portions of the city had ambulance centers, rather than the few which currently serve the entire city and different hospitals, we'd be in a lot better shape. This has always been an issue before the city and certainly a concern for this neighborhood as well."

Ruben Nash

Retired TWA Employee
Resident: Clayton/Grove



"The way I see our taxes being best spent is to make commercial rents more affordable to the little person. This is what's killing the Fillmore and the Western Addition. Rents are so astronomical that most people can't afford to go into business. I've been around 40 years and seen Fillmore at its' glory and at its' lowest. Now I see the Fillmore coming back, but in a different way. It was once a black community but now we're being pushed out because we are not able to find a place to rent at a reasonable cost. It seems like they're systematically excluding us in our old neighborhood. This is why we don't have very many black businesses here anymore."

Liz Gaffney (L.)

Film Production
Nathan/Tyler Productions
Resident: Sacramento/Scott
Claire Malnick (R.)
Personnel Consultant
Resident: Sacramento/Laguna



Liz: "I believe the gentrification of this neighborhood is good but it's also pushing a lot of people out of the area. I think our tax dollars could be spent on parking and more community services." **Claire:** "Fillmore Street is becoming very commercial, it's not the same neighborhood as when I first moved here, it's more like Union Street now, almost glitzy. I don't know what it would take to make it more like a neighborhood again. Sometimes when I walk down Fillmore Street, towards the Trio Cafe, I think that this area should be cleaned up a little."

Andreya Allen

Administrative Assistant
Market Research & Decisions Group.
Resident: California/Fillmore



"I think there is a great need for a community arts and youth center. Something that would allow an outlet for the youth in this area to come and go and to use their creative cerebral sense, as it were. I think it would be beneficial in the long run, because it would give young people something to do, other than hang out on the streets."

Chuck Barnard

Telecommunication Sales
Resident: Pine/Fillmore



"I'd like to see tax dollars spent locally. The Government is entitled to theirs, but if they take ours and then give it back, taking 37% off the top for handling, that is atrocious. I'd like to see taxes spent on parking improvements in the area. The Fillmore can't grow without additional parking and Pacific Heights is a beautiful example of where you can't take a client to lunch because you can't buy a parking place. I think that's a sadness for the community, and speaking of lunch, another good way to spend our taxes is in feeding the homeless, there's a hundred of them in the neighborhood."

Community news briefs and not-so-briefs

Japantown holds 20th annual Cherry Blossom Festival

The exciting sights and sounds of traditional Japan will come alive in The New Fillmore's Japantown, April 17-19 and 24-26, when the City celebrates Spring Japanese-style during Northern California's 20th Annual Cherry Blossom Festival (Sakura Matsuri).

San Francisco's Japan Center, at Post and Buchanan, and the surrounding streets of Japantown will echo with drumbeats from huge barrel-shaped taiko drums, the haunting, harp-like koto music, karate chops, and the intense calm of the tea ceremony -- just a few of the contrasting facets of Japanese culture.

Thousands of Japanese Americans from throughout Northern California will gather here to share their rich cultural heritage with the whole community. They'll be joined by scores of performers from Japan, who are making the 5,000 mile journey across the Pacific to take part in the Festival, which is reputed to be the foremost showcase of traditional Japanese culture in the United States. Even in Japan it would be difficult, if not impossible, to find such a panorama of Japanese cultural events in one place.

Traditional Japanese dance will be one of the many Festival highlights. Japan's famed Takatsu Kagura dance troupe from Kansai and minyo folk dance groups from the northern regions of Hokkaido and Tohoku will be among the featured performers. There will be taiko drum concerts and koto recitals, and

"Bridgeworks" contest announced

New Fillmore neighborhood artists may well be interested in a community arts contest called "Bridgeworks" sponsored by KPIX and Ghiradelli Square to celebrate the 50th anniversary of the Golden Gate Bridge.

Tributes to the bridge are being collected at Ghirardelli Square in a number of categories ranging from the serious to the whimsical, in children and adult divisions. They include:

- best photo of the bridge
- best original drawing, painting or watercolor of the bridge
- best confectionary tribute
- best floral tribute
- best poetic tribute with performance
- best original song tribute with performance
- best tribute in a craft medium (weaving, ceramic, carving, etc.)
- best five-minute (maximum) comedy routine about the bridge
- best millinery tribute (a la Beach Blanket Babylon)

Top prize winners in each of the categories will be selected in finals competition at the Waterfront Theatre on May 20. First prize winners receive \$100 in each category with second place taking \$75 prizes and third place, \$75.

Continued on page 21



Parade music, Japanese-style, including the thunderous rhythms of traditional aiko drums, will fill the air during Northern California's 20th Annual Cherry Blossom Festival grand parade on Sunday Afternoon, April 26. The 2 1/2 hour pageant climaxes the event-packed, two-weekend celebration which runs April 17-19 and 24-26.

demonstrations of martial arts such as judo, aikido, karate and kendo (a style of fencing with bamboo swords).

(flower arranging), calligraphy, sumi-e (brush painting), bonsai (dwarfed trees), and doll making.

Some exhibits will literally come alive - Akita dogs and colorful carp called "living jewelry" will be displayed. People, too, will show off their talents at the Queen and Tiny Tot contests.

For the first time, sumo wrestlers from Japan will cross the ocean to demonstrate their ancient, ever-exciting sport at the Festival. These immense men, clad only in loin cloths, will grapple with their opponents in an effort to make them touch the ground.

A tempting food bazaar - with everything from sushi and yakitori chicken kabobs to teriyaki hot dogs - will await festival-goers, and for those wishing to lose a few pounds, there will be the sixth annual Festival/Kimochi Run from Golden Gate Park to the Japan Center on Sunday April 19.

Seekers of a Zen-like calm amid the crowds will find it in demonstrations of traditional arts and crafts, including tea ceremonies, ikebana

A spectacular 2-1/2 hour parade draws the biggest crowds and climaxes the Festival on Sunday afternoon, April 26. The colorful pageant begins at City Hall at 1 P.M. and travels 15 blocks to Japantown. Hundreds of brilliantly costumed dancers and musicians, fifty armor-clad samurai warriors, beautifully kimonoed ladies, and scores of strong young men bearing friendly spirits in portable shrines will join the procession.

Everyone is invited to the Festival. Admission is free except for the Queen's Pageant and a few other theatre events.

Sacramento St. hosts "Women's Summit."

"Over one hundred and fifty Bay Area women leaders from the peace and women's movements (and two dozen brave men) gathered at the 3220 Gallery on Sacramento Street on March 19 to hear from Margarita Papandreou, President of the Women's Union of Greece, California State Assemblywoman Maxine Waters (D-Los Angeles), Karen Mulhauser, Executive Director of Citizens Against Nuclear War, (Washington, D.C.) and

popular singer Holly Near.

The evening was a benefit for Women for a Meaningful Summit (WMS) - an international coalition of prominent women including elected officials and parliamentarians from 5 continents that is chaired domestically by Mulhauser and internationally by Papandreou. WMS was first

Continued on page 21

THE NEW FILLMORE

The New Fillmore is published monthly from Box 343, 2443 Fillmore Street, San Francisco, CA 94115. Tel. 931-0515. (You should see the size of the box!) David Ish, Editor and Publisher, Ginny Lindsay, Art Director, Carol Tolbert, Production Supervisor. We warmly welcome letters to the editor, articles, fiction, poetry and notions. All submissions, whether real or imagined, must be either about something happening in the neighborhood (or at least partially set in the neighborhood if it's fiction) or written by someone living here.

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by Jane Clinton

Shocking news

Suspension systems and shock absorbers keep cars level and give you a smooth ride. Although the wheels may be bobbing up and down on a rough stretch of road, they allow springs to compress easily and to rebound slowly, and they protect the passenger compartment from bumps.

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Neighborhood Poets: Mark Mitchell

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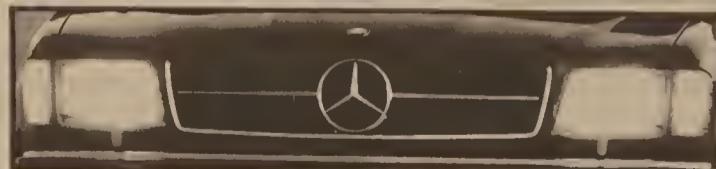
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Community community: an art benefit for St. Dominic's

Local artists help get Western Addition kids in a good school

Neighborhood artists, some of whose work sells in galleries for thousands of dollars, will be featured on April 12 in an art show benefiting St. Dominic's primary school for Western Addition children.

It will be the very neediest of the Western Addition kids, those whose parents can't afford the full \$70 a month tuition, who will benefit the most from the fundraising efforts of New Fillmore artists Vaclav and Kristina Vaca, Lee and David Devine and eleven other Bay Area artists.

The show will take place in the Rose Court at the corner of Pine and Pierce streets from 9AM to 5PM. Coffee and croissants will be served in the morning, wine and cheese in the afternoon and a chamber music concert will be given by violinist Alan Lornie and harpist Boris Goldmund at 1:30PM. Admission is free.

Proceeds from the art show will go towards taking in as many kids as possible whose parents simply lack the means to send their children to St. Dominic's.

The church itself, while it donates the space and most of the staff for the school, can only afford to contribute, in the form of a subsidy from the archdiocese, 18% of the school's \$261,000 budget. The balance must come from tuition paid by parents and from benefit events like the art show which will allow parents who can't afford the full tuition to still send their children to St. Dominic's.

"The main thing is we raise the money for the school," says Vaclav Vaca. "Any publicity we get as artists is nice, but it is secondary."

Vaclav and Kristina Vaca moved to the New Fillmore from Toronto, Canada four years ago. Paintings and photographs cover the walls of their flat on California Street. It's an ethereal mixture of Vaclav's finely detailed and brilliantly colored surrealistic oils and Kristina's enchanting black and white photographs. If Vaclav wasn't exhibiting 42 of his paintings at the Rosicrucian Egyptian Museum in San Jose the place would really be jammed.

Since their marriage Kristina has been the publicist and manager for Vaclav whose paintings sell for as much as \$6,000. She is also an accomplished artist in her own right, having produced a 27 minute documentary film about her husband called "Vaclav Vaca - 'Fantastic Visions'" and having exhibited her photographs at the National Film Board of Canada and at the George Eastman House in Rochester, New York.



Fourth and fifth graders from St. Dominic's LEAP program acting out moments in black history. Some well known artists who live in our neighborhood will be part of a show April 12 benefiting the school. Brian E. Corbett photo

"If you have something to say and you have the love of the medium you can touch people," says Kristina Vaca about the power of art.

He is well known in this country for his unicorn paintings, but the unicorn is but one facet of this artist's unique vision. Vaclav, like Kristina, believes art has the ability to touch people's lives. He strives to evoke "a sense of wonder" in the viewer—to show "beautiful things beautifully". His oil paintings of complex utopian visions, abundant with detail and color, possess a spiritual surrealism unique in the world today.

Lee Devine is both a poet and a painter. Her collection of poems about Amerasian children, "They Do Not Know Who Their Fathers Are" was published last year by the American Poetry Association. Lee began painting with the idea that she might illustrate her poetry. She works primarily in pastels and she takes as her subject matter still lifes of fruit or vegetables which she then abstracts to the point where an eggplant ceases to be an eggplant and becomes a human torso or a imaginary landscape. "I want people to see in my work whatever they want to see," she says. "I hope I can stimulate people's imaginations and let them feel alive."

Lee and her husband David, whose black and white photographs of urban scenes will also appear in the show, have lived in the neighborhood for ten years. They moved into a pre-earthquake Victorian three years ago which they have filled with Lee's artwork and that of other artists. Lee draws inspiration from the work of Georgia O'Keeffe and Arthur Dove. She says of the neighborhood and St. Dominic's, "St. Dominic's reflects the neighborhood in its variety and its ethnic diversity. The kids are made to feel really special at St. Dominic's. They get a lot of love in addition to getting a good education."

St. Dominic's School was founded in 1929 by the Dominicans of San Rafael, an order of Catholic nuns. With a teaching staff of six sisters and four lay instructors, the school serves 204 children from 163 families, but only 35% of the children are baptized Catholic. Marilyn Knight is the principal and chief administrator of the school. She believes that parents choose to send their children to St. Dominic's for the discipline the school provides and for the quality of the education that it is known for.

"I ride the bus and hear little kids swearing and cursing," says school cook and custodian Jane Hunt, "but they get good discipline here." Jane is also the mother of four, and guardian of one. Her 11 year old daughter Yvette is in the fifth grade and her 7 year old granddaughter Tenechia is in the second grade at St. Dominic's.

"The lay instructors here are personally motivated," explains Marilyn Knight. "They are all Catholics and they value this kind of education."

Marilyn Knight points out that St. Dominic's offers an after school program that is important to many single working parents. 81% of the families that send their children to St. Dominic's are single parent families.

"The festival and art show are important," says Jane Hunt. "There are a lot of kids in the neighborhood and we've got to keep the school open."

"What we should worry about is the future homeless," states Vaclav Vaca. "Every time you close a school, you open a soup kitchen."

—Brian E. Corbett



Vaclav Vaca, neighborhood surrealist, is one of more than a dozen artists taking part in the April 12 benefit art show for St. Dominic's. Brian E. Corbett photo



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Crime Watch

by Officer
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(Northern
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From March 1 to March 30 in the boundaries of our neighborhood (from Van Ness to Presidio and Vallejo to Geary) there were no homocides, a rape, 15 robberies, 13 assaults, 42 burglaries, 72 thefts, and 18 auto thefts.

Some of the more serious crimes in our neighborhood this month included the following:

Rape Kidnapping...Arrest Made

A woman was kidnapped and raped at knifepoint in the back seat of a car at 2121 Pine Street shortly after 10 pm Tuesday March 3, after being kidnapped while walking east on Post Street toward Leavenworth. The perpetrator pulled his car over to the curb as she was walking by, opened the passenger door and asked her a question. The woman could not hear what he said and so moved closer to the car. The man then grabbed her by the waist, pulled her into the car and drove up Pine Street where he raped her at knifepoint in the back of the car at 2121 Pine. He then drove to Bush and Polk where he told her to get out of the car. She was able to get the license number of the vehicle, and called us. Several police units were immediately given a description of the suspect and the vehicle,

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along with the license number, and a few minutes later an undercover unit in the Portrero

District observed the vehicle with the license number given by the victim. The officers made a traffic stop and detained the driver until the victim was brought to the location. She had a positive identification of the driver as her assailant, and he was arrested.

Robbery, gunpoint

Shortly after midnight on Wednesday, March 8, two women walking southbound on Fillmore were approached from the rear by a man who said "excuse me, ladies." The women turned around and confronted a man with a blue steel revolver which he was pointing directly into one of the women's face. The other woman turned and ran and shouted for help, and the robber grabbed the purse of the woman on whom he was holding the gun, then fled himself southbound on Fillmore. Officers responding to the call were able to locate and recover some of the stolen property at the corner of Pine and Webster Street.

The suspect was described as 25 years of age, 5' 8", 170 lbs., black hair, wearing a royal blue warm-up jacket, off-white jeans and black running shoes.

Purse snatch...Arrest made

On Friday March 17 a woman was followed into her apartment by a man who ripped her purse out of her hand as she was walking up the stairs. The suspect then ran down the stairs and out the front door with the victim in pursuit, yelling for help. A Northern Station police unit was a block away and met the victim at Pine and Laguna where the unit officers got a description of the suspect and broadcast it to other units. A few minutes later a person matching the description of the suspect was identified in the vicinity of Geary and Buchanan, and after a short investigation was placed under arrest.

Be careful out there!

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People in the Neighborhood: PR Practitioner Teri Buchanan

Neighborhood image maker mixes down home with savvy

In the high octane field of public relations, certain personalities seem born to succeed at it; people who are a curious soup of scintillation, cunning, creativity and unmitigated drive. Such a character is Teri Buchanan, a 41 year old ("just barely," she grinned) pneumatic dynamo with grey-green eyes, smoke-colored hair and a deceptively relaxed, folksy presentation that gives you the feeling you're hanging out with a Good Ole' Girl, although you quickly discover that this is a very savvy lady.

Perhaps it's the fact that her speech, formed from living 11 years in Los Angeles, 11 in Arkansas, and 11 in Kansas City, is tangy and tinged with humor, like a good barbecue sauce. And perhaps it's the fact that she runs her three-year-old firm, The Resource Group Marketing and Public Relations, out of a beautiful office in the neighborhood where the floor is an unusual parquet that seems like hundreds of gameboards glued together, that makes you think doing business with Teri is going to be as enjoyable as a picnic without ants. After all, how many offices have antique furniture, modern art on the walls, television, stereo, kitchen, dining room and an elaborate silver service gleaming and ready for some mythic butler to pour? And how many clients get greeted at the office door by a Tibetan Terrier named Pandora that looks like a Flokati rug with an underbite?

It's all part of the mix that makes Teri one of the more versatile public relations consultants in San Francisco, and the unusual surroundings from which she runs her three-person firm are a direct manifestation of Buchanan's philosophy of work: "Business is the most fun thing I've ever done. And I've always been very grateful to be able to do work."

Attitude is all-important in becoming a successful entrepreneur. Teri Buchanan learned the hard way at first, when at age 11 her father died, her family moved from Los Angeles to Arkansas and they went economically from "comfortable middle class" to "pretty poor. We experienced some very hard times. My mother had to go to work, and I went to work at age 16, for the local newspaper in Russellville, Arkansas."

Teri's verbal skills and intense energy soon made her the pet of the paper and she set out to become a journalist, majoring in English at Arkansas Tech. But after graduation, when she moved to Kansas City hoping to get a job with the Kansas City Star, she reminisces, "I found out that they were paying very low wages for such long hours. And at that time I had a husband I had to put through school, so I decided to go into public relations. Five years later she opened her own agency.

When the marriage broke up in 1979, Teri packed in her firm, packed up her life and moved to the Bay Area where she had a job working for Chevron for five years in public relations

This job was crucial in helping Teri hone her skills and instincts. "Every boss I've ever had has been an influence on me. Some were good and some were wretched. But I had always considered myself to be cranky, and particularly demanding. Being in the corporate world was important for me because I had to deal with many different kinds of people. Working for Chevron, I did a lot of travel, which made me real unflappable. Everything that could happen, did. Weird things do not bother me anymore. Also, Chevron was a fairly male world, with a special view that permeated the corporation. Men tend to be great observers. Instead of telling each other what the rules are and how to go about things, they leave each other alone—you watch until you get it. So I learned, to a certain degree, the male way of doing things; how to observe."



Gary Sugiyama photo

Marketing and public relations consultant Teri Buchanan who has her office here in the neighborhood. Among her many clients from Sacramento to LA she counts 2000 Post Street, and she also handled the grand opening last November for The New Fillmore's Daniel Burnham Court at Van Ness and Post.

At this point Teri calls her work philosophy the "total salvage" approach to the world. "You enjoy it or find it educational. I used to approach things hysterically; now I am solution oriented—I process experiences and move on. And I rely much more on my instincts. If something doesn't feel or smell right, don't do it."

Deciding she wanted to be able to choose her optimum work environment and surround herself with people she wanted to be with, Teri started the Resource Group in 1984.

"We do not specialize in one type of client, we specialize in an audience. Who is the product going to be serving? How will the product work with this group? My approach is marketing oriented, not sales oriented, and focuses on the consumer, not the product."

Her target audiences tend to be ages 25-55, generally upscale with an average income of \$30,000 and higher per year. She gets information for each client by asking a lot of questions or, as she cozily puts it, "poking around. I go out and talk to people to help us design messages that tell us why people do what they do and make the choices they do."

A typical day in the life of The Resource Group means that Teri and her two co-workers will be working on projects for any or all of 10 clients. They develop fund raising materials for the Exceptional Children's Foundation in Los Angeles. Up in Sacramento they work with the Association of California School Administrators. Closer to home, they do P.R. for two real estate clients, one of which, 2000 Street, is right here in The New Fillmore neighborhood: This involves dealing with developers, creating interest for renters, helping evolve a place for each development in the context of its environment.

Right now a hot project is the forthcoming Golden Gate Bridge celebration, creating parties and community interest through programs like Bridgeworks, a competition which encourages contestants to design or create works of art about the Golden Gate Bridge in 9 diverse categories that include poems, paintings, drawings and even hats.

For the San Francisco Ballet, Teri is responsible for publicizing their new "Celebrity Chefs Cookbook," organized by veteran fundraiser Linda Plant. The American Sports Institute hires Teri to develop their image, equating fitness and mental attitude in the classic sense of the Ancient Greeks and Romans. And for Prinova/Bay Bridge, an enormous hardware company, she writes a catalogue selling everything from nuts and bolts to huge drums of detergent.

"If I say I'm going to do something, I do it. We deliver" says Teri emphatically, who talks about her clients very much the way most people talk about their best friends. "I think one reason why I've been successful is the fact that we're as creative as any agency, coupled with my Mid-Western work ethic. I like my clients to have a good time working with me, as good a time as I have doing the work. There's a synergy with clients that has to be maintained. So I cannot take on more than I can handle effectively at the level I want to operate. My business works on a combination of hustling for new business and referrals from satisfied clients.

"If we do a project for someone and they don't think they can refer us, that's the worst thing that can happen in P.R." Teri said.

To keep everyone happy, Teri spends the vast majority of her time in the office, using most of

Continued on page 14

TRIO

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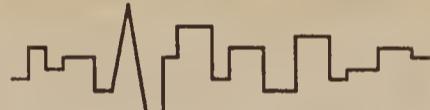
Up and Down The Fillmore

by David Ish

Harry's is happy, after doing the appropriate drills with city hall, to finally have gotten the right to blow jazz for the public. There was a quiet period there when things were under review and he wasn't able to do live entertainment, but that hardly seemed to keep any of the crowds away. There is nothing known to man that seems able to keep the crowds away at Harry's...Despite a photo taking session and the appearance on the opposite page of a David Ish non-look alike, rumours persist among key *New Fillmore* staff members that Ed Schwartz is still none but a nom de plume for this writer, and I simply slipped a ringer into the ring to get his picture taken. This has left Ed's firm, his family and his friends distraught, for they have insisted all along that he is a real person with an actual existence that even preceeded the publication of *The New Fillmore*. Seizing on the rumor, some unscrupulous competitors however have apparently been calling his clients and asking them if they wouldn't rather be represented by a *real* pr firm....Some people can get real self righteous about tearing handbills from their staples on utility poles—I saw one guy on Fillmore Street the other day walking down the street tearing off handbills as he went along and throwing them on the sidewalk, thereby turning information which some people might find useful into trash nobody finds useful and somebody else has to clean up, although he obviously thought he was being a good citizen about the whole thing...I collect newly minted phrases the way some people collect newly minted coins and, also like those who collect coins, just love to show off my collection. I added a real prize the other day, picked up from

a friend. The prize in question was coined to describe people trying to make it through this wretched life with a good philosophical attitude and not much else, having withdrawn perhaps from the blandishments of drugs, alcohol or tobacco, as being on "heavy metaphor maintenance." So here's this situation which is crummy all by itself, but which can be seen as a parable for a good situation, given just the right dose of metaphor. What makes metaphor maintenance so addictive, of course, is the worse the situation you're in, the heavier the metaphor you must rely on. Sometimes the circumstances are so awful that the only way out is to mix your metaphors, and then you have truly serious abuse. At that point you may find yourself so addicted to metaphors that you wind up using them even when things turn around and there's a *pleasant* reality out there to experience. For this reason, withdrawal from metaphor dependency is considered crucial to good mental health. It is not something, however, that can be accomplished over night, nor is it ever recommended, apparently, by people who practice in this field, which has grown up so rapidly around this new phrase that anyone stop using metaphors completely and just starkly face reality. It is strongly recommended that metaphor withdrawal be gradual, and that metaphor junkies substitute the desire for a metaphor with strong, healthy doses of irony. "Before you reach for a metaphor, just think of the irony of the situation first," is a phrase I've often heard. "You may find the irony of the situation is enough to get you through right there, and that in fact a metaphor is completely unnecessary." This gradual tapering process in which metaphor is slowly but eventually completely supplanted with irony apparently works in many situations, but there have been some reported instances where the grip of metaphor was so strong on a person that mega-doses of irony were required to initiate the treatment regimen. As promising as this treatment is in many ways, however, it has one serious drawback which sooner or later must be faced: no one has ever found a way to live without irony.

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**Fillmore
Food
and Wine**
by Ed Schwartz

**The New Romance of
Pinot Noirs**

Wine consumption in the New Fillmore, as in the United States in general, follows trends, and wines made from Pinot Noir grapes are beginning to be recognized and highly praised by the neighborhood trend setters. For all the right reasons, American Pinot Noirs are becoming the red wine to seek and serve.

That may come as something of a surprise when one considers that the great Pinot Noirs from France's Burgundy district always were considered the most highly prized wines, fit for kings and their guests, as early as 500 years ago.

At their best, Pinot Noirs can be legendary wines, with great complexity, but not overpowering. Finesse and elegance abound, allowing Pinot Noirs to match up beautifully with a wide variety of foods, especially dishes of some subtlety where one wants wines to enhance the chef's skill.

At the same time, however, great Pinot Noir wines are not easy to make; from a winemaking standpoint, they are unpredictable. For that reason, Pinot Noir has become the Holy Grail for American winemakers, who are turning now from the relatively easy path of red wines like Cabernet and Zinfandel and are focusing their attention on this challenging, but vastly rewarding, varietal. In fact, while numerous wineries have discontinued Pinot Noir production, a gallant few are making it their primary, or even their sole, red varietal. Like the wines they make, Pinot Noir producers have a tendency to

be independent and free-spirited.

Fifteen years ago, most American Pinot Noirs were somewhat sturdy and one-dimensional, just what great Pinot Noirs are not supposed to be. The grapes often were planted in the same relatively warm areas of the wine regions that favored hearty red wines like Cabernet. But early pioneers in this varietal understood Pinot Noir -- it is not a "big gun" wine to be loaded with color and strength. These Pinot Noir pioneers went back to Burgundy, literally and figuratively, realizing that growing and producing fine Pinot Noir had its own set of standards—often more difficult and chancy.

They had found that Pinot Noir grapes need cooler climates and longer growing seasons. One doesn't want the grapes to mature too early; they need to stay on the vine to achieve ultimate flavors, but they can't be over-ripe either. Also, Pinot Noir comes in many clones; the right ones are also very important. Small yields from marginal soils helped.

After harvesting, the winemaking is complicated, too. Pinot Noirs ferment quickly, and changes occur frequently in the fermenter and barrel. Even after bottling, the wine can change subtly both in color and flavors. Even bottles in the same case may vary slightly. These are just a few of the many differences that can occur from vintage to vintage.

Is it worth the trouble? Yes, say the winemakers who are taking the risks with this wonderful varietal. One noted California Pinot Noir producer likens the task to raising a difficult child. "To many parents, the most difficult child is also the most challenging, and the most challenging child is often the most rewarding."

One highly-regarded Oregon Pinot Noir winemaker points out, "It's a great wine to have a love affair with: unpredictable, never the same."

Continued on page 21



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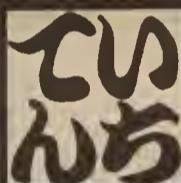
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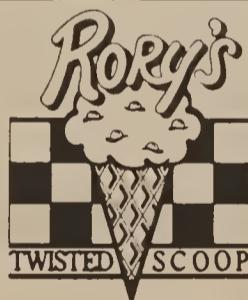
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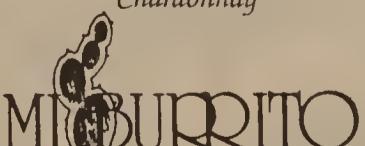
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Hawaii's Maui—"Hang Loose" capital of the world

When you're in Maui and someone waves a fist at you with extended little finger and thumb, do not be offended; it is their highest form of salutation! Its literal translation is "hang loose, brother", but it can mean anything from "nice to have met you" to "right on". The people of this lush island take their greeting seriously; if they were hung any looser their bones would not stay in socket!

On my arrival at Kahului Airport I was bowled over by the unhurried, casual approach to life here in Maui. There is a perceivable live and let live atmosphere; everyone is so happy! It's difficult to say which spawned which: a physical paradise of an island that makes all visitors assume the care and innocence of Adam and Eve in the Garden of Eden; or if the original inhabitants were so full of the love of pleasure that they set a tone that all have followed since. The truth may be that a bit of each is responsible.

The virtues of this place were not overlooked by the ancient Hawaiian monarchy. King Kamehameha could not complete the unification of his Hawaiian Island domain until he finally defeated the King of Maui's army. From then until 1843, Maui's Lahaina was the capital city of that dynasty.

Lahaina gained another sort of fame with the coming of the whale hunters of the nineteenth century. Naturally open and hospitable, the island's inhabitants gave a warm welcome to the tired sailors who promptly turned Lahaina into a boom town of no small reputation at a time when San Francisco was merely a tiny mission with attached village.

Just north of Lahaina is Kaanapali, one of the world's first master-planned resort areas. It couldn't have been better situated to plumb the various marvels of the 'Valley Isle'. Off the spectacular coast here lies a coral reef under crystal clear water - a snorkel or scuba heaven. The channel is calm and normally rain free,

which makes a great 'roadstead' to perfect your ocean sailing skills. Directly inland from Kaanapali is the famously beautiful Iao Valley. This lush, perpetually green landscape of fern and moss growing amidst dominating rock formations, crowned by the awesome Iao Needle, makes a better day hike difficult to imagine. Napili point, a bit to the north, is a beachcomber's delight; the area is studded with rugged vistas and secluded beaches.

Even with all this natural recreation at your doorstep, the western side of Maui is filled with further, albeit man-made, attractions. The builders must have included these to lure new arrivals to paradise from too comfy cabanas...hands around a 'Mai-tai' and eyes fixed on the incoming surf. For instance, if you grow bored with the volley ball, hiking, health club and watersports of Kaanapali, as well as unchallenged by its tennis and golf courses, you can travel down to Wailea, a favorite haunt of tennis and golf devotees, to find competition of a higher caliber.

A real must-do after savoring Maui for a few days is to visit Haleakala, the largest of the two volcanoes that created this unique spot in the middle of the ocean. Most visitors attempt to reach the summit before dawn to watch the sunrise over the ocean. A hush falls as the first rays strike Haleakala, then spread, slowly descending the mountain, illuminating the shadows until finally the entire emerald magnificence that is Maui is clearly defined. After the sunrise some descend into the massive crater and marvel at its lunar type landscape, or photograph the silversword plants that grow nowhere else in the world. Upon returning from your journey, you can revel in the beauty of the fiery sun as it sinks below the horizon.

My favorite spot in Maui is its most remote. Isolated by the steep descent of Haleakala into the ocean on the southeastern side, Hana is still virtually in its natural state; a state so

beautiful it can take your breath away.

The road into Hana is so narrow and tortuous that a tee shirt sold here reads "I Survived the Hana Road". It is far from an unpleasant trip, however, as it is a ride that abounds with close up views of picture-perfect waterfalls, and plant life that dwarfs anything I have seen before. Gorgeous jungle blossoms and huge leaves drape a scene that is straight out of Gauguin painting.

Once in Hana the inspiration continues. A stroll along the tumultuous shore reveals such wonders as an all black sand beach, an all red sand beach, and formations of volcanic rock thrust into the pounding surf turning the ocean into blizzards of wind-swept white foam. My most fascinating find, though, had to be the remains of an ancient messengers' road. Smooth stones had been carried from far inland to their present location and set into the jagged volcanic plains along the water's front. All were almost exactly the same distance apart, between 3 and 4 feet; the distance of a running man's stride! Undoubtedly, an ancient Hawaiian king wanted to keep in close touch with this pocket of habitable land on the southeastern end of his empire.

A large majority of the residents of Hana are descendants of these earlier Hawaiians and see relatively few of the hordes of tourists that seasonally blanket the rest of Maui. I had the feeling I was in the last bastion of their traditional life. They probably saw me and my fellow visitors hurrying around the beaches and paths as we were attempting to see all we could in our limited stay, and they no doubt smiled inwardly thinking..."Hang loose; the view will be there tomorrow."

Susan Campos is Vice President of Pacific Heights Travel.

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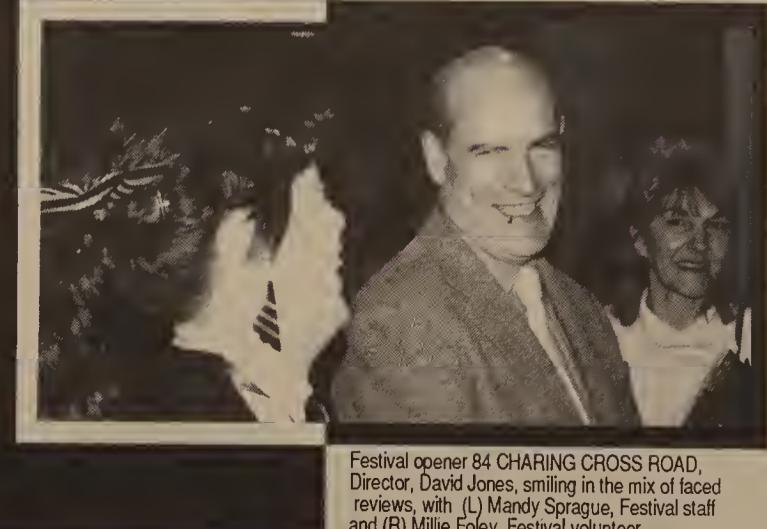
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Festival opener 84 CHARING CROSS ROAD,
Director, David Jones, smiling in the mix of faced
reviews, with (L) Mandy Sprague, Festival staff
and (R) Millie Foley, Festival volunteer.



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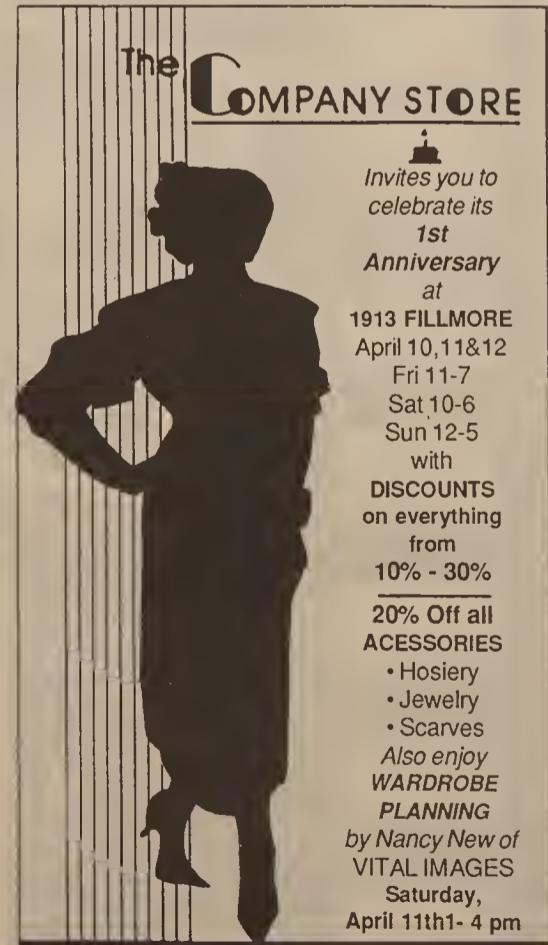
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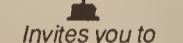


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THE NEW
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*After a
Fashion*
by Kathi
Wheater

The Silver Element

This spring there is one element that can be collected immediately, for a fair and moderate price, that will add beauty, sheen and sparkle to everything you wear. It is silver jewelry, and it is in abundance up and down The New Fillmore. I have spoken to silver collectors, silver buyers, and silver experts in order to find out what silver is best—how to know quality—how to care for your silver—and how to accessorize with it. Although this is most definitely not 'the definitive word' on silver collecting, I hope you'll find some guidelines here that may spark your interest, or let you rediscover some of your own pieces that lie forgotten and unworn.

Silver is, according to Webster, "a white, precious metallic chemical element that is very malleable," which has always been prized through the ages for its soft, shimmery beauty. Ancient civilizations pounded the soft, precious substance into adornments, spiritual masks and vessels, and as finishwork on prized pieces of sculpture and art. With the rise of economic systems, it became a trading substance, second only to gold in terms of

barter power and as an indication of amassed wealth.

Today, although the price of silver fluctuates on the international market, jewelry made of this element only continues to rise in worth. Antique pieces that are heavily wrought with elaborate detail, ethereal scrollwork or bold Beaux Arts design have always been part of heirloom collections, but recent contemporary trends over the last few years have led jewelry buyers away from silver and towards fine gold, brass or goldtone pieces. Now, it seems, silver is again on the rise—due to fashion trends in denim dressing, white-on-white ensembles and the influence of the Southwest. The most up-to-date, across-the-board emphasis on jewelry this spring is pointing back to silver.

Why own silver? Well, the first reason is price. Since clothes are fluid and minimal in design today, large, important pieces of jewelry are in the forefront. Collectors say they can have large, important pieces of jewelry or art-to-wear for a fraction of what it would cost to have those same pieces in gold. Silver coordinates beautifully with white, denim or desert-toned clothes. Silver shows off well against a tan. "The Look" this spring is big and bold—and sterling or artisan silver, even silver-tone or silver-coated jewelry, can carry it off.

Expert jewelry collector Alice Sternberg, the new owner of The Best of Everything on Clay Street, buys and sells collectable pieces from the nineteen-twen-

ties through the nineteen-sixties. "The Best of Everything" shop had previously been an antique clothing and jewelry store owned by Lorraine Wall. But Wall moved to New York last month and Sternberg, who had operated a shop in Oakland plus her consignment cases in the Clay Street store, reopened with a full line of fine silver, Bakelite, beaded and handworked jewelry pieces, plus buckles and cigarettes cases and more.

Sternberg says the pieces being collected today are by Miriam Haskell, as U.S. designer who hand-beaded everything to her



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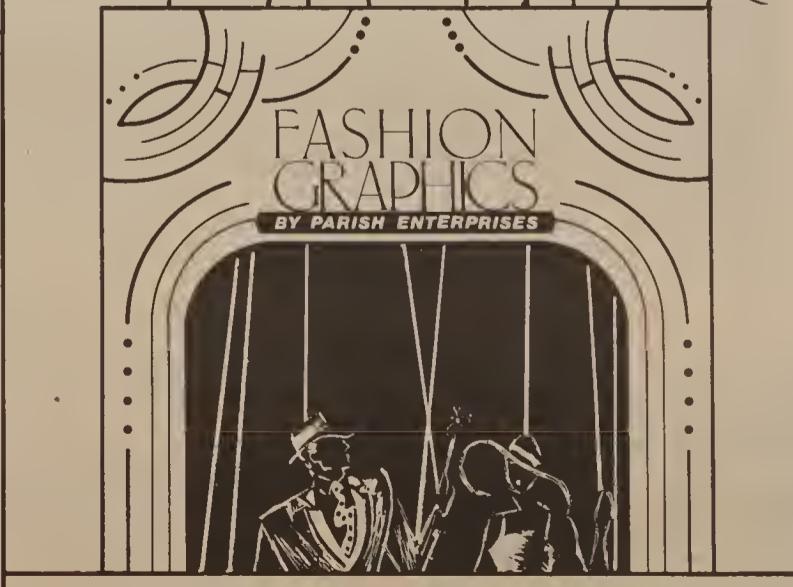
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HI-HO SILVER

From page 9

buying just on name

The Company Store, at 1913 Fillmore, carries modern silver pieces from high quality art-to-wear, to bold or dainty sterling, through silver finished costume pieces. Owner Mary Lou Walden explains how to tell silver quality. "Sterling must be stamped 925 or 'Sterling' to be authentic," she stresses, adding that coin silver at 800 may be found in older pieces and will not have the luster of sterling. The small percentage of "other metals" is usually brass or nickel for strength, due to the extreme softness of silver. Artisan silver is 999 pure and can be found in some hand-worked pieces that are designed as art.

Sterling is the most common blend used in good jewelry today Walden says, and is divided by country of origin. "I read silver is made by electroform or the silver wax process," says Walden, meaning "it is wax made for the form and silver molded outside to make a lighter piece." She explains that Mexican silver usually has cleaner architectural designs than the best designs come from Italy and Bangkok, her American collection tends toward modern silver, bangles and bracelets. She predicts that oxidized metal will move in fashion, mostly in cuff bracelets and rings. She carries Berkley designs, Mary Ann Chapman's, Linda and Linda, and Linda.

TERI

From Page 7

Her coming to meet with Gertie over dinner
My mother having a high protein diet
Mother is in Palo Alto but she rarely comes at least
weekend when I live in Berkeley, work in the
garden which the programs few occupied
during the week and to do it. There's not
much time for exercise but I do it every day
with her because she doesn't like the power
of the sun for much longer

"What I really want right now is to make small art and money, and have a real good time doing it."

Given the successful performances to date of The Monroe Group Marketing and Publishing Division, Ten should have no problem achieving Target B.

—Leslie Hartib

Levi H. H. is a fine looking man who has
in the neighborhood. He works in a paper
in the Bay City and the vicinity.

coin jewelry in .999 silver; designer Leah Morris creates unique pins from watch parts in gold and silver combined.

Individualized jewelry in sterling silver mixed with leather or snakeskin can be found at Mio's, another Fillmore Street shop known for its plentiful accessories. Again, at Mio's, big is hot—they're carrying silver embedded with precious stones such as blue lapis, black onyx, green aventurine, carnelian, amethyst and jasper. Egyptian bottles are strung on chains for necklaces, hand-sculpted knots work their way into earrings, and the handmade silver and stone plus snakeskin pieces are not for the shy.

Remember—all sterling jewelry can be cleaned with a commercial cleaner and a soft cloth to keep it tarnish free—you can even use toothpaste in a pinch. If you wipe each piece after each wearing to remove body oils the jewelry will last and last.

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A black and white photograph of a woman in a dark, flowing dress, standing on a staircase. She is looking over her shoulder. The background is a plain, light-colored wall. The image is framed by a dark border.



Looking Good

by
Elana
Laub

Fingernail Fitness

With all the improvements in the nail industry, there should be no reason not to have strong and beautiful nails. And it doesn't have to be difficult. Here are some easy and basic concepts and techniques.

Start by removing all nail polish -- not with just any polish remover, though; it must be non-acetone, preferably one that is non-drying and doesn't send your nails into shock -- you know, that blanched, white look. That can be one of the most harmful things that you can do to your nails. The best and most gentle non-acetone polish remover I have found is called "The Stripr", made by a company called Backscratchers. It is so mild that it feels like you're taking your polish off with water. The nail is not left dried or shocked. It takes a little longer to do the job, but it is well worth it. The faster a remover works, the harder it is on the nail.

Another way to seriously harm the nail is to peel the polish off. Even if it's fun and almost irresistible because the polish is lifting at the edges, resist that temptation. When you peel the nail polish off, you also remove the top and hardest layer of the nail, weakening it even further. After the polish is removed, soak your hands in some warm water. Then, apply some moisturizer to the nail and cuticle. Leave on for 5 minutes and then wash off.

"Avoplex" is a wonderful nail and cuticle treatment. As they say, cuticles have a funny way of asking for a drink -- they crack up. They literally go to pieces. That's why OPI created "Avoplex" -- enhanced with the oil of avocado, the chemical structure closely resembles the oil naturally found in the cuticle and the nail. Massage in daily, even over polish.

Now, to strengthen! "Develop 10" is the product I recommend most often because it produces the most consistent results. Customers come into our stores waving their "Develop 10" nails and thanking us for suggesting it -- especially women who could

never grow nails before. Crystal clear "Develop 10" is used as both a base and a top coat. Protein fortifiers, vital conditioners and strengtheners are formulated to help make it work. Together, these ingredients help strengthen, reinforce and stop peeling. With "Develop 10", I have found that my polish lasts longer, shines more, doesn't yellow and stays chip-free. Begin with the intensive care program: every day, apply a top coat of "Develop 10" over polish. When your nails get strong, switch to the maintenance care program: two applications a week should do.

"Ecrinal" is a unique treatment cream for weak and brittle nails that is made in France. That is where they discovered that grooms' nails became exceptionally hard while they cared for horses. "Ecrinal" has a high concentration of A.P.N., an extract of the horse's mane. This cream conditions the nail's keratin and results in greater resistance and elasticity. It should be applied two to three times daily.

"DeLore" is another very popular nail treatment -- it's an all-purpose nail oil that hardens the nail and, at the same time, softens the cuticle and can be used as a polish dryer. I don't know how it does all that, but it sure works! It's hypoallergenic and works remarkably well in conjunction with "Develop 10".

One of my favorite nail polish lines is out of New York -- "Essie" has an advanced formula which produces a superior nail enamel. "Essie" has a terrific selection of tantalizing colors, including at least twelve French manicuring colors. It goes on like cream -- and stays on beautifully.

All of the above will help to make for gorgeous nails -- but remember that there is no such thing as a bionic nail. You still have to be careful with your nails -- don't use them as tools to fix things. If you're not used to having nails, in the beginning try pretending that your nails are still wet. This will help you to protect them. It's worth the little extra effort to grow ten strong nails from scratch!

All of the products recommended in "Looking Good" are available at all Beauty Store locations (Fillmore Street and three others.) If you have any questions, come by and our experts will point you in the right direction!

"Looking Good" appears monthly in The New Fillmore. Elana Laub is co-owner and vice president of BEAUTY STORE.



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by
Dr. Richard Kunin

Where are the Nutrition Docs?

Perhaps you have noticed that there are very few physicians identified with the practice of nutrition medicine, and even fewer who use the title "orthomolecular". Only about one doctor in a thousand is actively involved in general nutrition medicine. That's 1/10 of 1%. Yet there is such great public interest that almost half of all Americans take vitamin supplements, and a single magazine article on nutrition medicine brought a landslide of over 20,000 letters requesting referral to the office of the Orthomolecular Medical Society. How can it be that the public demand can so outpace the medical world in this regard?

The "Nutrition Death Sentence" is reason number one. This is the sentence that says: "The average American diet is adequate in nutrients." That idea has been sacrosanct in the medical establishment since the 1940's, after the enrichment of white flour with vitamins B1, B2 and B3 and iron and fortification of milk with vitamin D.

The sanctity of the American diet has been so sacred at the FDA that purveyors of vitamins and health products were forbidden to make

any statement to the contrary. Until recently it was forbidden to claim that the American diet was inadequate or that foods grown on depleted soils might be lacking nutrients. However, scientific studies show conclusively, for example, that soils low in copper produce plants low in copper and animals foraging in such territory become copper deficient.

With the advent of agribusiness and mass farming we are subject to chemical fertilizers and other practices that can create soil depletion on a massive scale. Air pollution and its consequence, acid rain, also washes the minerals out of the soil in large areas of this continent. But to point this out in detailing physicians about the need for nutrient supplementation would be in violation of the FDA rules and could lead to seizure of products and labeling materials, including books, by the FDA. This posed an economic risk that few were willing to take, and so physicians have not been detailed about nutrition products the same as they have about drugs.

Instead, most practicing physicians have been trained to believe that nutrient deficiency is rare except in alcoholism and chronic intestinal malabsorption. It is not easy to change the mind of a physician. Even double blind studies do not change established medical practices overnight. Thus, in spite of many scientific nutrition surveys which document widespread deficiencies of iron, zinc, magnesium, vitamin B6 and folic acid, most physician are not prepared to change either their thinking or their prescribing habits.

In the first place, in order to prescribe nutrients, the physician must know a great deal about the

vast number of products that might be useful, or that his patients may bring for an opinion. How does a physician learn about these things? Who is qualified to teach these practical things?

Sadly, because of the neglect of nutrition research for so many years, there now exists a real shortage of experienced faculty to bring nutrition medicine to life in our medical schools. Few doctors have studied the vast nutrition literature or acquired the practical orthomolecular experience to be able to teach the practical details about nutrition against disease.

Suppose that a doctor does get interested in nutrition. How can he learn of the diagnostic tests, the best laboratories in which to do them and the range of products and services that are available? Acquiring practical information about nutrient therapy is not easy. And the basic science information, the medical nutrition literature, is vast and overwhelming. Much of it forces a reconsideration of the disease model of medicine and challenges the validity of drug treatment as practiced now without nutrient support. Certainly these are big questions and their very magnitude is sufficient to persuade a physician, busy with day-to-day life and death decisions, to wait for confirmation from some higher authority before putting nutrition first.

It is much easier to find higher authority willing to teach AGAINST nutrition therapy. The medical establishment actively promulgates the idea that nutrients are dangerous and can cause illness. Therapeutic doses, i.e., megavitamins, are considered unproven at best and dangerous at worst. In general, the dangers of vitamins, minerals, fats and proteins are widely discussed; but their therapeutic benefits are still disputed and even ridiculed.

I am sorry to say that for too many physicians, nutrient therapy means expensive urine and nutritionists are lumped together with

Continued on page 18

Fear of Success?

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We may stop ourselves from ever being truly successful

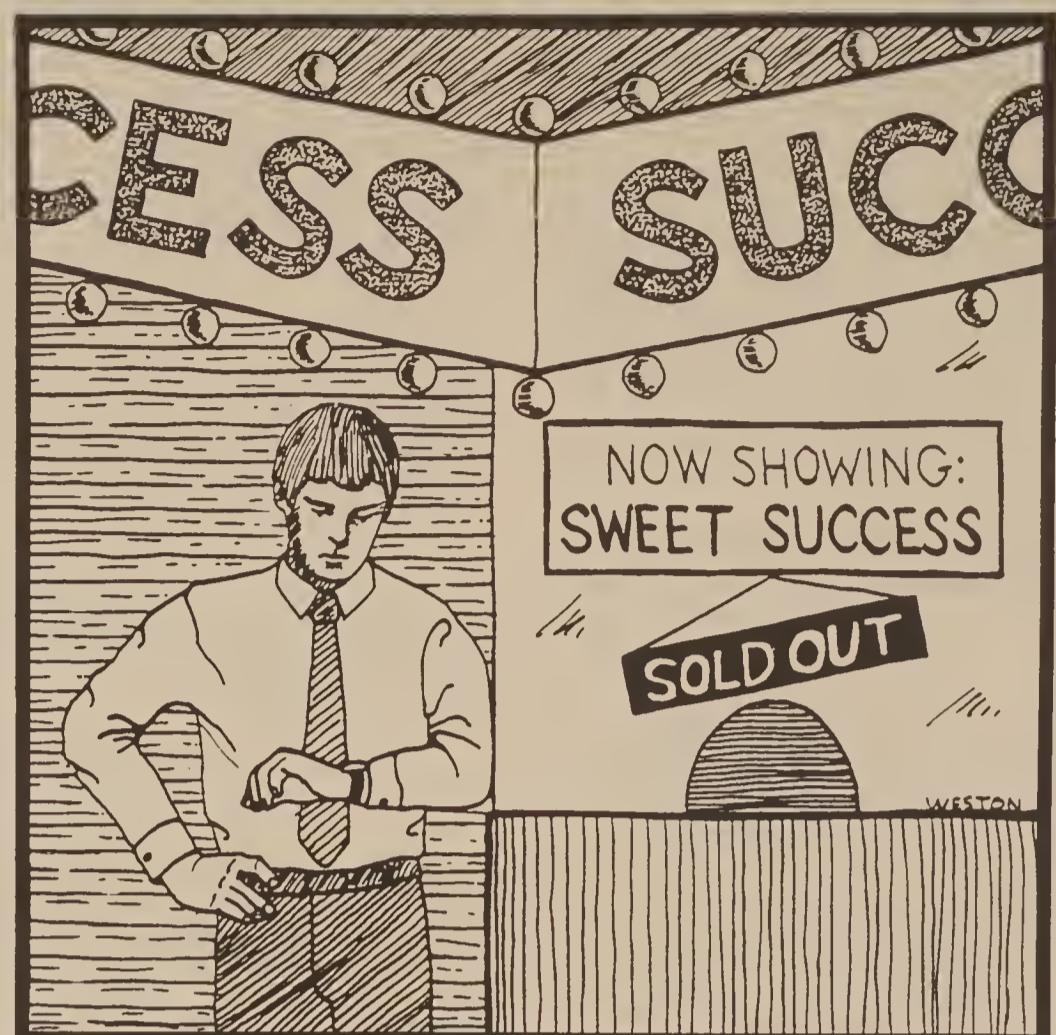
Many attractive, intelligent, creative New Fillmore residents are surprised to find themselves still waiting for success long after they expected to have achieved it. Convinced that they are striving to get ahead, they can't understand why nothing ever seems to quite work out for them. What's interfering with these people's success?

In a neighborhood where success seems to be one of the highest goals, fear of failure is easily understandable. Fear of success is much more difficult to recognize. Who would undermine their own accomplishments and prevent a chance to be successful? The idea seems absurd.

When life isn't going well, we tend to blame our frustrations and disappointments on problems like irresponsibility, apathy, drinking too much, eating too much, a failed relationship, even simply "bad luck". People rarely consider that "things going wrong" could be caused by a fear of things going right. We have not been conditioned to think of success as being a source of anxiety. Success is seen as a reward, the pot of gold at the end of the rainbow. Success and misery are as incompatible as driving a Rolls Royce while dressed in rags.

Yet, for some people that equation works. Either they are determined never to climb into the Rolls Royce, or when they do, they won't enjoy driving around in it. Their fear is that their success will hurt others. Consciously or unconsciously, they believe their achievements will point out others' weaknesses, or unfulfilled goals, or create an unwanted separation between themselves and those they care about. Family and co-workers might feel envious or left behind; they may even get angry. Instead of achieving love and admiration for their success, success-fearers think they will have to endure endless hostile competition. One way to diffuse this hostility is by undermining your own success. Lessening an achievement also lessens guilt about doing better than other people. If you cling to your rags, no one will envy your Rolls Royce.

Self-sabotage can take numerous guises, some more obvious than others. Fear of



success may be disguised as disorganization, procrastination, interpersonal conflict or substance abuse. These are all symptoms of underlying anxiety, and they can affect anyone. From the aspiring actor who never gets around to leaving the house for an audition to the high-powered executive who never gets home to swim in his swimming pool, success-fearers consistently prevent either their achievement or their enjoyment of success.

There are a variety of reasons for developing a fear of success. People fear responsibility or the dependency of others. They may doubt their ability to perform well upon reaching a position of importance. They may even feel

unworthy of success, that they have "faked" their way and sooner or later will be unmasked as imposters. Women sometimes hold themselves back from aggressively pursuing a goal, fearing that success will make them unattractive or "unfeminine". Bright students who keep flunking exams may unconsciously worry about surpassing their classmates.

People who fear success do not necessarily block all their achievements or satisfaction in what they have done. Self-sabotage happens selectively, according to how the psychological difficulties with success first developed. The inefficient sales manager may have a wonderful

Continued on page 20

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NUTRITION DOCS?

From page 16

chiropractors and quacks. In fact, the National Council Against Health Fraud regards nutrition therapy as the number one problem of quackery in America today.

In short, nutrient therapy presents the physician with much new information to study, more procedures to master, many more questions from the patients, more time required in running the practice and, in general, a greater load on the doctor. All this extra work with no increase in income because the public at large does not fully appreciate either the scientific advances or the healing powers that this new medical specialty offers.

In fact, it seems that most people don't really distinguish between an unlicensed (though

not necessarily uninformed) lay nutritionist and an orthomolecular physician. The status of the nutrition physician is not yet well respected by the very public that is clamoring for the service. Add to this list the fact that alternative medicine carries a distinctly higher risk of peer review, i.e., criticism by one's colleagues and attack by state medical licensing boards, and you can see why the nutrition doctor remains a rare bird: more work, less pay and more danger of criticism and scorn, even loss of income.

Is the situation likely to change? Not in the near future, although to be fair, the medical establishment is slowly becoming nutrition oriented. Within the past month the JAMA featured a research entitled "Nutrition Therapy of Hypertension". I don't recall seeing a similar reference to nutrition therapy in the past 20 years of perusing that journal each week.

There is a saying: "If you are too far ahead of your time you are considered a quack. When the rest of the world catches up, they claim the credit and say that they have been doing it all along." Are they really doing it? I think not. Here's why:

This just crossed my desk: "Prevention 87" is the title of the fourth annual National Preventive Medicine Meeting in Atlanta, scheduled for April this year. This is sponsored by the American College of Preventive Medicine and co-sponsored by the Centers for Disease Control, Office of Disease Prevention and Health Promotion, Aerospace Medical Association, American Academy of Occupational Medicine, American Association

of Public Health Physicians, American Medical Association, American Public Health Association and the U.S. Conference of Local Health Officers. This is a partial listing just to indicate that this meeting represents the majority of today's medical authorities.

So, what is on the program? Is there a single title addressed to nutrition medicine? No. There is a paper on tobacco advertising and one on "Reducing Cancer Mortality" and one on Prevention through Health and Fitness, and there is a luncheon speaker. That's probably the closest to nutrition that this meeting will get. Let's hope it's a healthy lunch.

Dr. Kunin is a doctor of nutritional medicine who has his practice here in the neighborhood and is the author of two well known books on nutrition: "Mega-Nutrition" and "Mega-Nutrition for Women."

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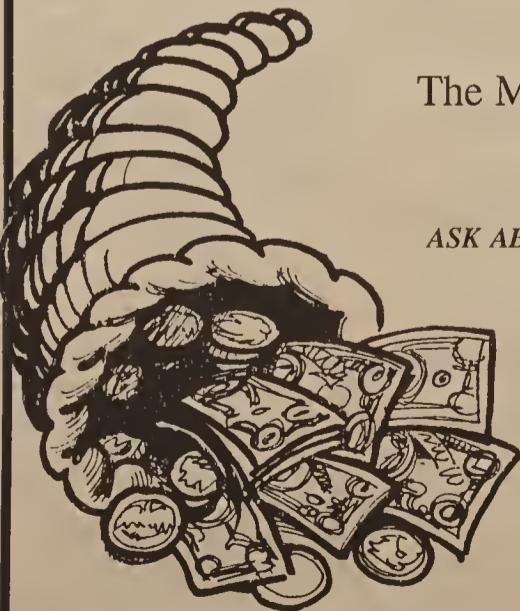
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When Lee Iaccoca re-coined the phrase "the squeaky wheel gets the grease," for his automotive campaigns, he must have had an interior glance into the design field. Now, more than ever, retail purchasers have come into their own and are finally getting the respect they deserve, as well as the goods they want, when they want them, and in good supply.

Gone are the days where the best designs were reserved and available only behind closed showroom doors and then only to the commissioned interior designer and architect. Why the abrupt turn around in attitude? Why this new open door policy to the public?

For the past two years there has been an uprising of a very aggressive, very well informed and very design-conscious younger market which has risen to meet face-to-face with supply-end dignitaries and voice their needs and demands.

The 80's call for a diversified look, rich in colors, patterns and styles. No one wants *one* look anymore. Personalized statements need to be just as complex as the individual, and this forward-moving market has been stalking every

available avenue for more and more options. They landed at the showroom doorsteps and have gained that very tight access. They have successfully demanded better quality and competitive prices, and have forced both sophisticated importers as well as hard-edge domestic designers to deliver serious modern designs and more interesting traditional ones.

That is why there exists a fast-sweeping trend towards stylish self-service stores which provide a wealth of home and office options. Leading-edge manufacturers such as Swedish IKEA have prospered to become a billion dollar industry in producing this style of furnishings.

More and more of these straight-ahead stores are springing up in very traditionalists markets all over the globe. But the most close at hand example is Fillmore Street's own Fillamento, which has brought stylish and trendy home and office options directly to the public for years. And almost as near at hand, that is to say, only over at the Gift Center, Circa Antiques has gone from exclusively serving interior designers to now dealing directly with the public as well.

So we see right in front of us what is perhaps the beginning of the end of the "to the trade only" tradition that has for so long been steeped in mystique, politics and history.

J.D. Dangerfield is an interior designer who owns "Le Temps Perdu," an antique and vintage consignment store on Divisadero.



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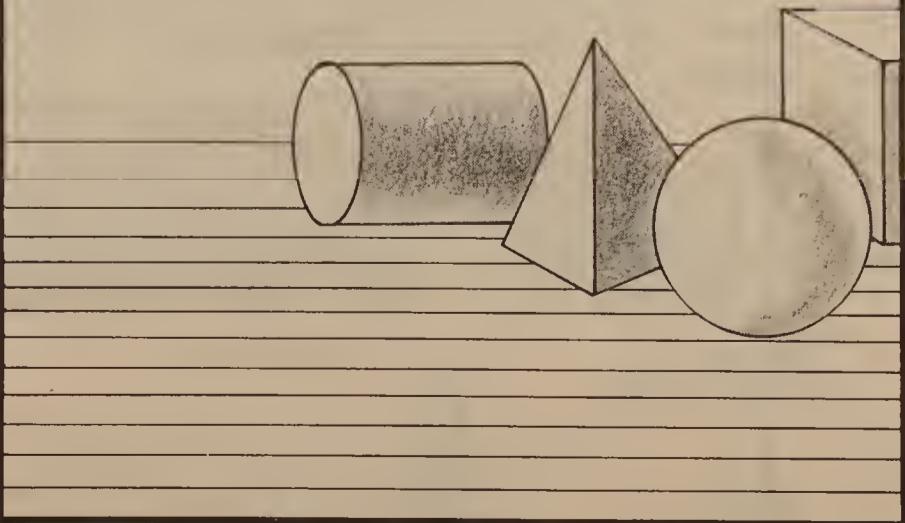
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SUCCESS FEAR

From page 17

marriage and many close friends. The brilliant accountant may have no friends and spends every evening alone. One has personal satisfaction; the other professional success.

Why can't they have both?

Childhood experiences play a major role in forming attitudes toward success. Parents who restrict their children's curiosity and initiative, who are hyper-critical or competitive, may confuse their children about whether or not success is desirable. Worse, they may unknowingly teach their children to fear success if achievement appears to cause them pain. Parents provide security. If they are disturbed by a child's success for some reason, then the child senses his security is threatened. He will attempt to regain security by sabotaging his success if he feels success is what is making his parents anxious.



Having once developed an ambivalence towards success, it is difficult to move ahead freely. An obstacle may come almost as a relief. The child who was called a bookworm or teacher's pet by classmates when he did well in

school may later have difficulty viewing his achievements with pride. He may become one of those people who are always excusing their success with phrases like, "it's no big deal", "I hated doing it", or "I could never do it again". Unconsciously, he may even welcome a temporary setback as a way to appease anyone who might envy him.

All these defenses against success may ultimately prevent people from getting what they want out of life. Like any fear, the fear of success needs to be examined in order to be resolved. Everyone needs to define success for themselves to understand both what they value and what they may be denying themselves.

If you aren't getting where you want to be fast enough, you might consider asking yourself whether you're afraid of success. Fear of success might be what's keeping you waiting when you should have already arrived.

—Don Propstra

Don Propstra is a psychotherapist who has his practice here in the neighborhood. He specializes in personal issues of sabotage and self-esteem.



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WOMEN'S SUMMIT

From page 3

organized by Mulhauser in 1985, when she joined with other women leaders in Washington D.C. to create an independent diplomatic delegation of 35 prominent American women to attend the Reagan-Gorbachev summit in Geneva.

Mulhauser took the occasion to mention that WMS was moving

from an ad hoc coalition to a permanent international organization. "We will continue to bring the voices of American women into international negotiations," she said.

Among the guests were San Francisco Supervisors Willie B. Kennedy, Carol Ruth Silver and Doris Ward as well as representatives of Supervisors Harry Britt and Bill Maher and candidate for Congress Nancy

Pelosi. Also present were Friends of the Earth founder and former chair David Brower.

The evening was a reunion, of sorts, for many of the women who had been members of WMS' first two independent diplomatic delegations to Geneva and Reykjavik.

The following day Congresswoman Barbara Boxer, unable to attend the festivities due to a scheduling conflict, chose 3220 Sacramento Street to hold a press conference to formally announce that WMS would become a permanent international women's lobbying force.

Boxer, one of five honorary co-chairs of WMS was joined by WMS National Chair Karen Mulhauser of Washington D.C. and Ploughshares Fund President Sally Lilienthal of San Francisco in making her announcement to the press.

Boxer also discussed her previous day's victory in the House Budget Committee—a real cut in the military budget—a first during the tenure of the Reagan administration.

Mulhauser organized the first independent diplomatic delegation of WMS, taking 35 prominent American women to the Geneva summit to lobby for an agreement on a Comprehensive Test Ban. Lilienthal, longtime local leader in the peace movement, and neighborhood resident, was one of the members of that delegation.

BRIDGEWORKS

From page 3

Semifinals competition begins the week of May 4 -- the first date when actual entries are due.

However, entrants must reserve space in their category by submitting an entry reservation form no later than April 20. Entry fee is \$10.

Entry forms and contest information may be obtained by calling Ghirardelli Square (775-5500) or writing "BridgeWorks", 900 North Point Street, San Francisco, CA 94109.

WINE

From page 9

Mike Ruppert, wine buyer for D & M Liquors, notes that the best American Pinot Noirs come from Oregon, where the climate is more suitable for growing Pinot Noir grapes. His personal favorite is Rex Hill, although he cautioned that it is in short supply. Among more readily available labels, he recommends such California Pinot Noirs as Acacia, Thomas Fogerty, Chalone, Edna Valley, Camus, and Santa Cruz Mountains. Ruppert also noted that good American Pinot Noirs are generally available in the \$10-20 range.

Mark Mitchell, wine buyer for Bi-Rite Liquors, concurs with Ruppert's choices, and mentions a few of his own favorites: Pinot Noirs from Robert Stemmle, Davis Bynum, and Gary Farrell (known by some in the trade as the "crown prince of Pinot Noir").

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From page 9

Mike Ruppert, wine buyer for D & M Liquors, notes that the best American Pinot Noirs come from Oregon, where the climate is more suitable for growing Pinot Noir grapes. His personal favorite is Rex Hill, although he cautioned that it is in short supply. Among more readily available labels, he recommends such California Pinot Noirs as Acacia, Thomas Fogerty, Chalone, Edna Valley, Camus, and Santa Cruz Mountains. Ruppert also noted that good American Pinot Noirs are generally available in the \$10-20 range.

Mark Mitchell, wine buyer for Bi-Rite Liquors, concurs with Ruppert's choices, and mentions a few of his own favorites: Pinot Noirs from Robert Stemmle, Davis Bynum, and Gary Farrell (known by some in the trade as the "crown prince of Pinot Noir").

DINNER PLUS GHOST.

Mansion Hotel Critics Rave

(Neighbors and friends, please try to reserve Tues., Wed. or Thurs.)

Before dinner sip wine or champagne in the Music room. You will be stunned as the invisible fingers of Claudia, the Mansion hauntrress, perform your classical requests at the haunted piano.

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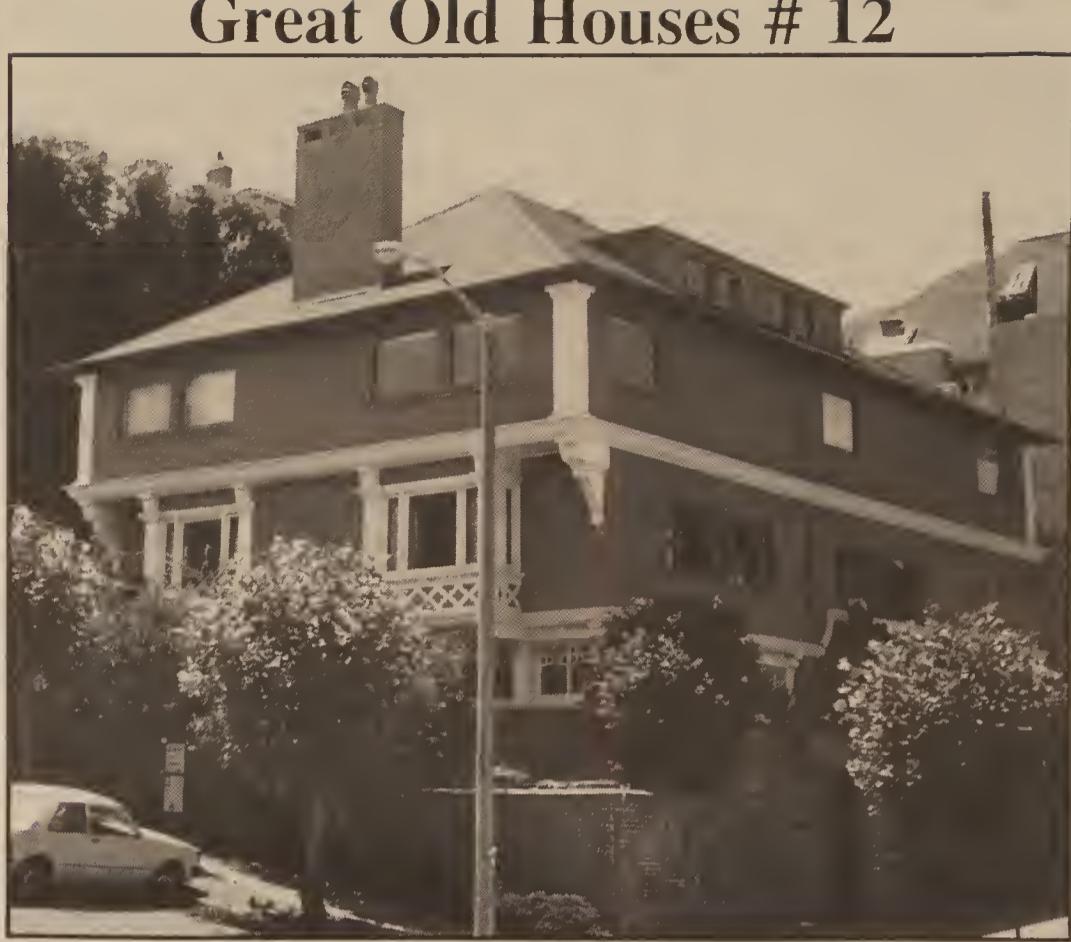
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At 2421 Pierce Street, a touch of Tudor for a rich rancher.

The corner house at Pierce and Pacific clings modestly to its hillside, concealing its ample interior by long strong horizontals and limited groups of windows. You don't even notice the entrance, which hides away from the street along the uphill side of the house. You do notice the gentle four-slope roof and wide thin chimney, the overscale brackets with two-tiered scrolls, the restrained Tudor detailing of subdivided window panes, of squashed-capital pilasters, projecting upper story and intricate Xs on false balcony rail (another horizontal).

The front door hides under the second story. It's a wide expanse of paneled golden oak with double brackets and leaded side windows. Above is more leaded glass, lighting a two-story entrance hall with beamed ceiling, tall fireplace, balconies and more golden oak paneling, altogether reminiscent of H.H. Richardson's living hall spaces. The living room itself occupies the whole Pierce Street frontage.

Photos of the interior, published in 1905, show claw-footed tables, meagre upholstery, uncluttered floors and broad fireplaces. Each room has individual ceiling treatment. The only exterior change visible in the photos, not counting landscaping and color, is simplification of the upstairs window, originally like the Tudorish basement ones.

All this was built about 1903, designed by Edgar A. Mathews, who specialized in the Early English look. Son of solid Oakland architect Julius Mathews, Edgar had an architect brother, Walter, and a painter brother, Arthur, whose murals adorn the State Capitol, the Mechanics Library, the Curran Theatre, and the Medical Library at 2395 Sacramento. Edgar Mathews did a lot of fascinating houses in the New Fillmore's neighborhood. Well-heeled clients liked the distinctive way he adapted Tudor themes to early twentieth-century urban living conditions.

The client here was exceedingly well-heeled. James Irvine (1867-1947) owned the third of Orange County known as the Irvine Ranch, some 105,000 acres, and he ruled it with an iron hand. His forty-niner father had bought the land in the 1860's, and his descendants profit from it today, even after donating the Irvine campus to the University of California. Born in San Francisco, Mathew's client kept this residence for the rest of his life, either because he preferred his native city or merely as a place to hang his hat when in town for business or social reasons. His principle residence, of course, was on The Ranch, his business cattle, grain and tenant farming. As early city directories put it, James Irvine was a "capitalist", and legend paints him a stubborn, willful one.

--Anne Bloomfield

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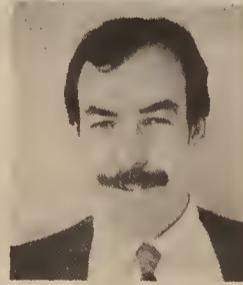


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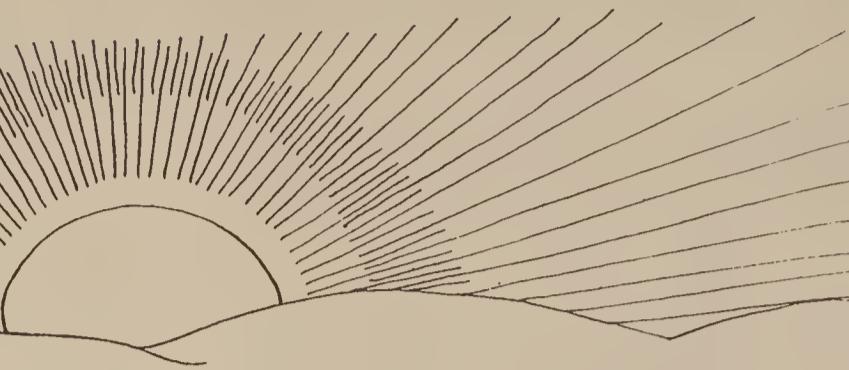
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RESURRECTION NOW



Saint Dominic's Church Steiner Street at Bush Street HOLY WEEK SCHEDULE

April 12th - April 19th

Come join us in the celebration and commemoration of the Death and Resurrection of our Lord Jesus Christ!

PALM SUNDAY

Mass Schedule:

Saturday April 11th: 5:30 p.m.

Sunday April 12th: 7:00 a.m. 8:00 a.m.
9:00 a.m. 10:30 a.m.
12:15 p.m. 5:30 p.m.
7:00 p.m.

Note: At the 9:00, 10:30 and 12:15 Masses the Passion of our Lord Jesus Christ will be sung by a trio of soloists.

GOOD FRIDAY

April 17th:

TENEBRAE: 9:00 a.m.

PREACHED MEDITATIONS ON THE LORD'S PASSION:
12:00 (noon) - 2:00 p.m.

LITURGY OF THE LORD'S PASSION:
2:00 p.m.

Sung Passion - Veneration of the Cross
Communion Service

SACRAMENT OF RECONCILIATION:

Confessions 3:00 p.m. - 5:00 p.m.

Church closes 8:00 p.m.

HOLY SATURDAY

April 18th:

TENEBRAE: 9:30 a.m.

SACRAMENT OF RECONCILIATION:

Confessions 3:00 p.m. - 5:00 p.m.

No other Services this day

Church closes at 5:00 p.m.

Easter

April 19th:

Our EASTER SUNRISE SERVICE will begin at 5:30 A.M. with - Blessing of the New Fire
Lighting of the Easter Candle - Easter
Proclamation - Baptism of the Catechumens
Mass of the Resurrection.

MASSES: 8:00 a.m. 9:00 a.m. 10:30 a.m.
12:15 p.m. and 5:30 p.m.



MONDAY TUESDAY WEDNESDAY

April 13th, 14th, 15th:

Mass Schedule: 6:30 a.m.
7:00 a.m.
8:00 a.m.
5:30 p.m.

Liturgy of the Hours:

7:30 a.m. Morning Prayer
5:00 p.m. Evening Prayer

HOLY THURSDAY

April 16th:

TENEBRAE: 9:00 a.m.

Note: During the last three days of Holy Week the Dominican Community sings Tenebrae each morning. This ancient form of the Liturgy of Hours consists primarily of the Psalms and the Lamentations of Jeremiah. Come and join us!

STATIONS OF THE CROSS:

The sixth grade of Saint Dominic's school pantomime the way of the cross at 11:15 a.m.

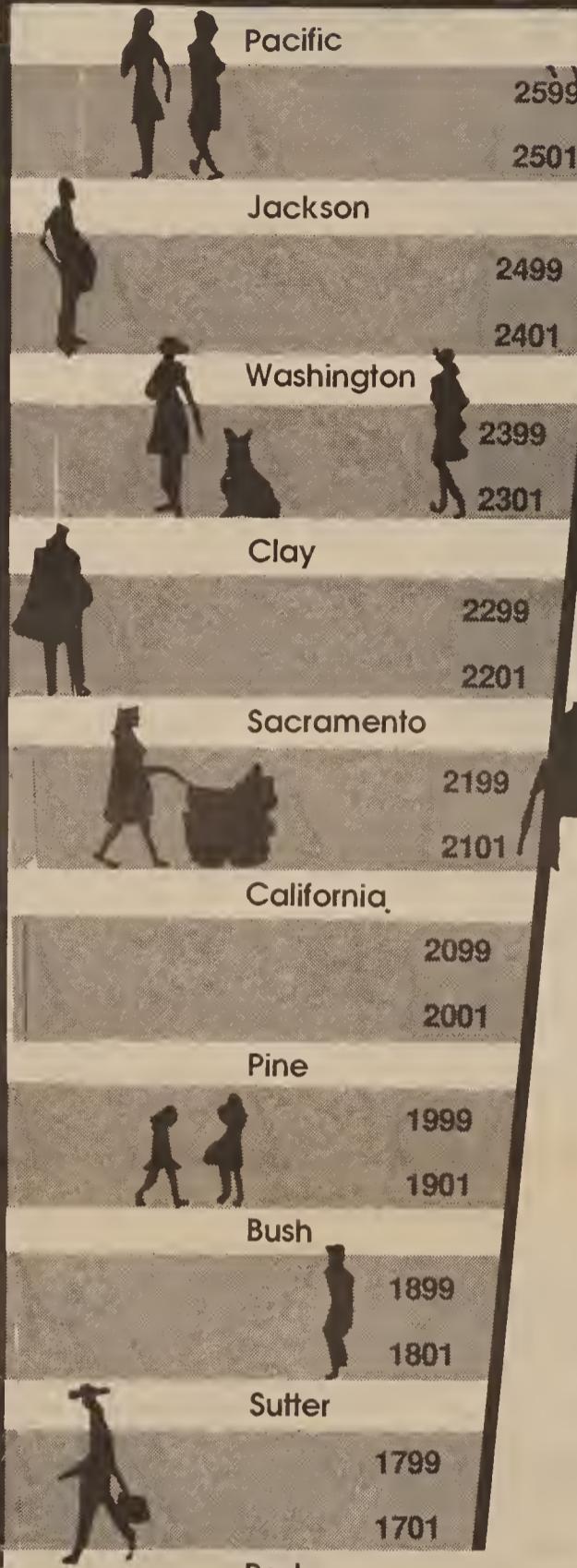
MASS OF THE LORD'S SUPPER: 7:00 p.m.

Liturgy of the Word - Washing of Feet - Eucharistic Celebration - Procession - Adoration of the Blessed Sacrament.

Church closes at 10:00 p.m.

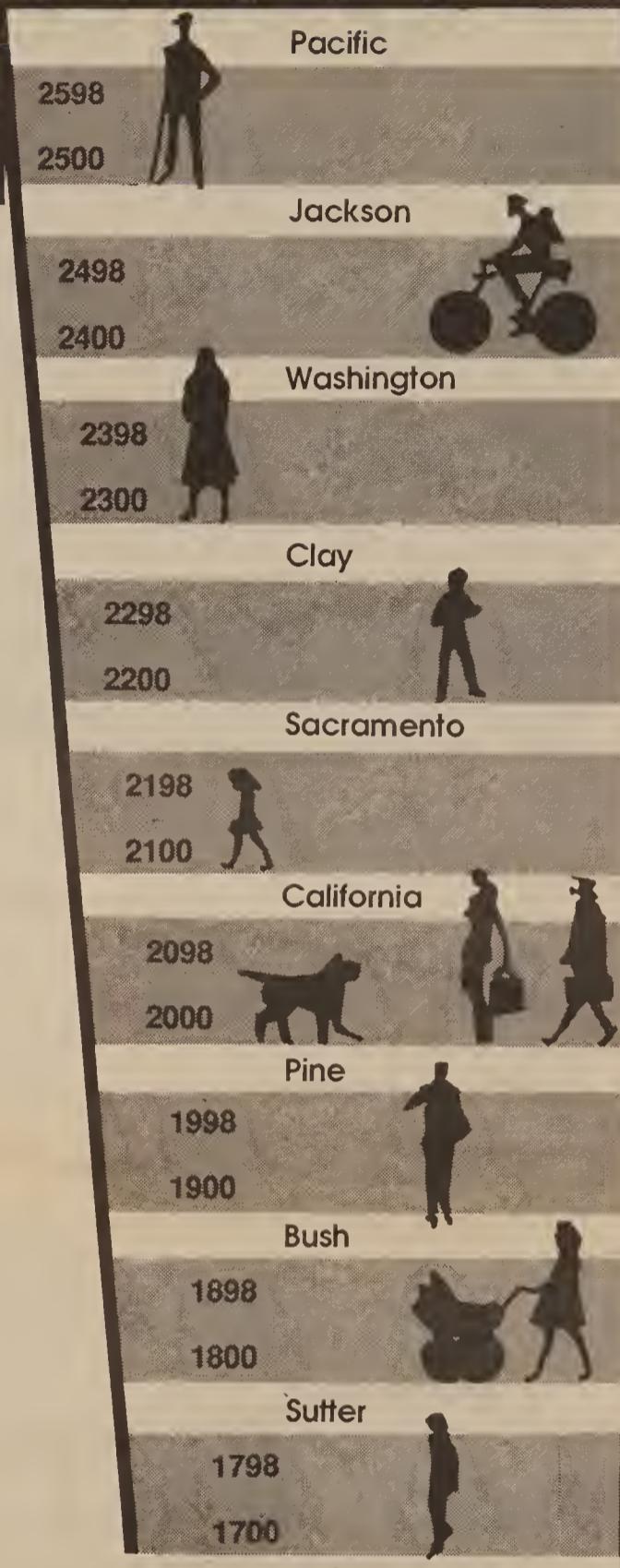
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1551 Fillmore 563-9793
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1803 Fillmore 922-8138
Nail Gallery
2050 Fillmore 346-1600
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2239 Fillmore 567-8027

CATERING:

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2125 Fillmore 346-4430

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1820 Fillmore 563-8262

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2325 Pine Street
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2056 Fillmore 922-4093

DESSERTS:

Rolling Pin Donuts
2401 California 931-0817
Rory's Twisted Scoop
2015 Fillmore 346-3692

EXERCISE:

In-Shape
2328 Fillmore 346-5660
Pac. Heights HealthClub
and Aerobics
2356 Pine Street 563-6694

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1913 Fillmore 921-0365

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2310 Fillmore 622-4213
Wells Fargo Bank
2100 Fillmore 396-2794

FLORISTS:

Gilmours Flowers & Gifts
1909 Fillmore 346-8787
Kyo's
2208 Fillmore 346-0661

GIFTS:

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1756 Fillmore 563-4276

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Medical Center
2320 Fillmore 563-4321
Victorian Convalescent
Hospital
2121 Pine 922-5085

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Color Scheme
2047 Fillmore 346-0700
Fillamento
2185 Fillmore 931-2224
LeComfort Bath Shop
2105 Fillmore 922-2929

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1801A Fillmore 931-7622

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LIQUOR:

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1761 Fillmore 567-9710
Mondaines Liquor
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Weldon's Market & Deli
1981 Sutter 563-0190
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MEN'S CLOTHING:

Bolla
1903 Fillmore 346-3131
The Producer
2133 Fillmore 931-5000

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2000 Fillmore 922-0390

PETS:

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2343 Fillmore 563-6700

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Burger King
1701 Fillmore 346-1888
Chesnut Cafe
2016 Fillmore 922-6510
DePaula's
2114 Fillmore 346-9888

RESTAURANTS(Contd.)

Harry's
2020 Fillmore 921-1000
The Hillcrest
2201 Fillmore 563-8400
Jackson Fillmore
2506 Fillmore 346-5288
La Mediterranea
2210 Fillmore 921-2956
La Posada Restaurant
2298 Fillmore 922-1722

Leon's Bar-B-Que
1911 Fillmore 922-2436
May Sun Restaurant
1740 Fillmore 567-7788

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2115 Fillmore 921-7711

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2226 Fillmore 567-1627
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2211 Fillmore 931-8000
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